

## Zach Jordan

### Skills

- ▶ Exceptional time management
- ▶ Attentive to detail
- ▶ Deep knowledge of digital assets
- ▶ Creative problem solver
- ▶ Developed research abilities
- ▶ Google AdWords experienced.
- ▶ HTML & CSS experienced.
- ▶ Organized.

### Interests

- ▶ Web Dev (HTML, CSS, JQ)
- ▶ Creative Writing
- ▶ Photography
- ▶ Biking
- ▶ Travelling
- ▶ Speaks Esperanto

### Experience

#### **Sprachcaffe - GEOS Language Plus**

March 2015 - April 2016

##### **Digital Marketing Coordinator**

Sprachcaffe has 35 language schools in 19 countries which offer students 7 languages to learn. Sprachcaffe is a known leader in language learning around the world.

##### Responsibilities:

- ▶ Social Media & Content Strategy.
- ▶ Content writing (blogs, web copy).
- ▶ Updated & managed websites.
- ▶ Google AdWords management.

##### Highlights:

- ▶ Managed six social media profiles.
- ▶ Learned to curate engaging content.

#### **Plastic Mobile**

July 2014 - December 2014

##### **Business & Marketing Analyst Intern**

A full service, multi award-winning mobile marketing agency in Toronto specializing in mobile strategy, development, and marketing.

##### Responsibilities:

- ▶ Research for internal, external projects.
- ▶ Layout and writing of reports and blogs.
- ▶ Assisted with strategy development.
- ▶ Social media management.

##### Highlights:

- ▶ Wrote annual "Mobile X" report.
- ▶ Over 2,500 unique twitter interactions.

# Work Experience

## Legion Development Group

March 2014 - July 2014

### Marketing Coordinator

A small digital production start-up specializing in cryptocurrency development as well as community management platforms.

#### Responsibilities:

- ▶ Write and edit website copy.
- ▶ Wireframes.
- ▶ Website design and production.
- ▶ Customer relations.

#### Highlights:

- ▶ Designed and managed an online game.
- ▶ Created company branding.

## Argyle Communications

January 2014 - April 2014

### Digital Public Relations Intern

One of Canada's premier and award-winning mid-sized public relations firms serving the worlds biggest brands for over 30 years.

#### Responsibilities:

- ▶ Copywriting.
- ▶ Graphic design.
- ▶ Social Media & Content Strategy.
- ▶ Creative development.

#### Highlights:

- ▶ Wrote a manual for client on how to use their custom CMS and content editor.

*Samples available on request*

## Education

**Centennial College, Toronto | 2011 - 2014**

**Advertising & Marketing Communications - Advanced Diploma**

**Graduated April 2014**

### Extracurricular Activities

- ▶ Attended Advertising Week 2013 in New York City.
- ▶ Worked in Centennial's student run advertising agency TILT for two years. First as a copywriter, and then as the creative director.

## Achievements

**Copy Wizard Award | March 2014**

**Outstanding Copywriting Abilities, Awarded by Zulu Alpha Kilo**

Earned the award for outstanding copywriting abilities from Centennial College and presented by Toronto based advertising agency Zulu Alpha Kilo.